



AFL HUNTER COAST RECRUITMENT & MARKETING POLICY

The AFL NSWACT Development Team, in consultation with the AFL Hunter Coast Clubs, has developed the recruitment and marketing zone for each club. This designates which schools a club may be active in, to drive recruitment within their club.

Schools assigned to each club are:

Hunter

Cardiff –

Belair PS, Cardiff North PS, Cardiff PS, Cardiff South PS, Charlestown East PS, Charlestown South PS, Edgeworth Heights PS, Edgeworth PS, Fern Valley Montessori, Garden Suburb PS, Glendale East PS, Hillsborough PS, Holy Cross Primary Glendale, Kotara South PS, St Benedicts Primary Edgeworth, St James Primary Kotara South, St Josephs Primary Charlestown, St Kevins Primary Cardiff, West Wallsend PS, Cardiff HS, Glendale Technology HS, Kotara HS, West Wallsend HS

Lake Macquarie –

Arcadia Vale PS, Avondale Adventist, Awaba PS, Barnsley PS, Biraban PS, Blackalls Park PS, Bonnells Bay PS, Booragul PS, Coal Point PS, Cooranbong PS, Dora Creek PS, Fassifern PS, Fennell Bay PS, Charlton Christian, Morisset PS, Rathmines PS, St John Vianneys, St Josephs Kilaben Bay, Teralba PS, Toronto Adventist, Toronto PS, Wangi Wangi PS, Lake Macquarie HS, Morisset HS, St Pauls High Booragul, Toronto HS

Maitland –

Ashtonfield PS, Beresfield PS, Black Hill PS, Bolwarra PS, Dungog PS, Gillieston PS, Hinton PS, Holy Spirit Primary Kurri Kurri, Hunter Valley Grammar, Kurri Kurri PS, Largs PS, Linuwel Rudolph Steiner Primary, Lochinvar PS, Maitland Christian, Maitland East PS, Maitland PS, Metford PS, Morpeth PS, Nillo Infants, Our Lady of Lourdes Primary, Rutherford PS, St John the Baptist Maitland, St Josephs Primary East Maitland, St Patricks Primary Lochinvar, St Pauls Primary Rutherford, Stanford Merthyr Infants, Tarro PS, Telarah PS, Tenambit PS, Thornton PS, Vacy PS, Weston PS, Woodberry PS, All Saints Colleges, Francis Greenway HS, Kurri Kurri HS, Maitland Grossman HS, Maitland HS, Rutherford HS

Muswellbrook –

Aberdeen PS, Belltrees PS, Denman PS, Martindale PS, Muswellbrook PS, Muswellbrook South PS, Scone PS, St James Primary Muswellbrook, St Josephs Primary Denman, St Marys Primary Scone, Scone Grammar

Nelson Bay –

Anna Bay PS, Bobs Farm PS, Shoal Bay PS, Soldiers Point PS, St Michaels Nelson Bay, Tomaree PS, St Philips Christian College Salamander Bay, Tomaree HS

- Newcastle City –** Adamstown PS, Carrington PS, Corpus Christie Primary, Hamilton North PS, Hamilton PS, Hamilton South PS, Holy Family Primary Merewether, Hunter Christian School, Islington PS, Mayfield East PS, Mayfield West PS, Merewether Heights PS, Merewether PS, New Lambton Heights Infants, New Lambton PS, New Lambton South PS, Newcastle East PS, Newcastle Grammar, St Columbans Primary, St Columbas Primary, St Josephs Primary Merewether, St Peters Primary Stockton, The Hunter School of Performing Arts, The Junction PS, Tighes Hill PS, Waratah PS, West Waratah PS, Merewether HS, Newcastle HS, San Clemente HS, St Francis Xaviers, St Philips Christian Waratah, St Pius X HS, Waratah Technology HS
- Port Stephens –** Booral PS, Clarence Town PS, Fern Bay Infants, Glen William PS, Grahamstown PS, Irrawang PS, Karuah PS, Medowie PS, Millers Forest PS, Mt Kanwary PS, Raymond Terrace PS, Salt Ash PS, Seaham PS, St Brigids, Stroud PS, Stroud Road PS, Tanilba Bay PS, Tea Gardens PS, Wirreanda PS, Medowie Christian, Hunter River HS, Irrawang HS
- Singleton –** Branxton PS, Greta PS, King Street PS, Mt Pleasant PS, Singleton Heights PS, Singleton PS, St Brigids Primary Branxton, St Catherine’s Catholic Singleton, Singleton Christian, Singleton HS
- Wallsend –** Bishop Tyrrell Anglican, Elemore Vale PS, Glendore PS, Heaton PS, Jesmond PS, Lambton PS, Macquarie Adventist, Maryland PS, Minmi PS, Our Lady of Victories, Plattsburg PS, Shortland PS, St Johns Primary Lambton, St Patricks Primary Wallsend, Wallsend PS, Wallsend South PS, Jesmond HS, Lambton HS, Wallsend HS
- Warners Bay –** Belmont Christian College, Belmont North PS, Belmont PS, Blacksmiths PS, Caves Beach PS, Marks Point PS, Nords Wharf PS, Pelican Flat PS, Redhead PS, St Francis Xaviers Primary Belmont, St Patricks Primary Swansea, Argenton PS, Biddabah PS, Boolaroo PS, Dudley PS, Eleebana PS, Floraville PS, Gateshead PS, Gateshead West PS, Jewells PS, Kahibah PS, Mt Hutton PS, Speers Point PS, St Marys Primary Warners Bay, St Pauls Primary Gateshead, St Pius X Windale, Valentine PS, Warners Bay PS, Windale PS, Belmont HS, Hunter Sports HS, St Marys High Gateshead, Swansea HS, Warners Bay HS, Whitebridge HS

Central Coast

- Gosford –** Gosford East PS, Gosford PS, Kariong PS, Our Lady of the Rosary Wyoming, Point Clare PS, Somersby PS, St Patricks Primary Gosford East, Gosford HS, Henry Kendall HS, St Edwards Christian Brothers, St Josephs Gosford East, Kariong Mountains HS
- Killarney Vale –** Central Coast Rudolf Steiner, Berkeley Vale PS, Chittaway Bay PS, Killarney Vale PS, St John Fisher Tumbi Umbi, Tuggerah PS, Tuggerah Lakes Secondary (Berkeley Vale), St Peters College
- Niagara Park –** Lisarow PS, Narara PS, Niagara Park PS, Ourimbah PS, St Philips Christian, Valley View PS, Wyoming PS, Lisarow HS, Narara Valley HS
- Northern Lakes –** Blue Haven PS, Budgewoi PS, Gorokan PS, Gwandalan PS, Lake Munmorah PS, Mannering Park PS, Northlakes PS, St Brendans Primary Lake Munmorah, St Marys Primary Toukley, Toukley PS, Woongarra PS, Wyee PS, Gorokan HS, Lake Munmorah HS, Northlakes HS
- Peninsula –** Empire Bay PS, Ettalong PS, Pretty Beach PS, St John the Baptist Woy Woy South, Umina PS, Woy Woy PS, Woy Woy South PS, Brisbane Water Secondary Colleges

Saratoga –	Avoca Beach PS, Brisbania PS, Green Point Christian, Holy Cross Kincumber, Kincumber PS, The Coast Christian School, Erina HS, Kincumber HS
Terrigal-Avoca –	Central Coast Adventist, Central Coast Grammar, Copacobana PS, Erina Heights PS, Holgate PS, Our Lady Star of the Sea, Terrigal PS, Woodport PS, Chertsey PS, Terrigal HS
The Entrance Bateau Bay –	Bateau Bay PS, Brooke Avenue PS, Our Lady of the Rosary Shelly Beach, The Entrance PS, Wamberal PS, Tuggerah Lakes Secondary (The Entrance & Tumby Umbi)
Wyong Lakes –	Jilliby PS, Kanwal PS, Lakes Grammar, MacKillop Catholic, St Cecilia's Wyong, Tacoma PS, Tuggerawong PS, Wadalba Community School, Warnervale PS, Wyong Christian Community School, Wyong Creek PS, Wyong PS, Wyong HS

Clubs who are found guilty of promoting themselves outside of their catchment schools, may be fined by the Regional Committee, up to \$500.

Within their zones, clubs are able to, but not limited to, do the following:

- School assembly visits.*
- School newsletter advertisements.*
- Shopping centre promotions and registration days.
- Distribution of club flyers.*
- Install banners, posters, signage, in appropriate locations.
- Encourage parents to talk with other parents about their children joining their club.
- Work with other sports, to promote AFL as a winter and/or Sunday sporting option.
- Newspaper advertisements.

**Clubs wishing to visit local schools must first contact the AFL NSWACT Development Team, to ensure consistency of messaging, and level of contact made to the school previously.*

For further queries, or for more information on the AFL Hunter Coast Recruitment & Marketing Policy, please contact the AFL NSWACT Development Team on 4973 2799.